





Order / Rev: 708100  
 Alt Order #: 06289073  
 Flight Dates: 08/23/12 - 08/29/12

Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 1268

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WKYC	08/25/12	08/26/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----SS		2			\$1,000.00			0.00			
E 15	WKYC	08/25/12	08/26/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$2,000.00	P-5	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----SS		2			\$2,000.00			0.00			
E 16	WKYC	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1			\$1,000.00			0.00			
E 17	WKYC	08/26/12	08/26/12	NFL Pre Season Football NFL Pre-Season Football	CM	NFL Pre-Season F (8:15 PM-11:30 PM)	-----S	:30	3	\$3,500.00	P-5	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		3			\$3,500.00			0.00			
E 18	WKYC	08/27/12	08/29/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTW----	:30	3	\$1,000.00	P-5	0.00	NM	3	\$3,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		3			\$1,000.00			0.00			
E 19	WKYC	08/27/12	08/29/12	M-F 7-9a Today Today Show	CM	7a-9a	MTW----	:30	6	\$1,000.00	P-5	0.00	NM	6	\$6,000.00
		2X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		6			\$1,000.00			0.00			
E 20	WKYC	08/27/12	08/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTW----	:30	6	\$550.00	P-5	0.00	NM	6	\$3,300.00
		2X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		6			\$550.00			0.00			
E 21	WKYC	08/27/12	08/29/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTW----	:30	4	\$500.00	P-5	0.00	NM	4	\$2,000.00
		1X M,W 2X TH													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		4			\$500.00			0.00			
E 22	WKYC	08/27/12	08/29/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTW----	:30	4	\$500.00	P-5	0.00	NM	4	\$2,000.00
		1X M,W 2X TH													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		4			\$500.00			0.00			
E 23	WKYC	08/27/12	08/29/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTW----	:30	3	\$750.00	P-5	0.00	NM	3	\$2,250.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		3			\$750.00			0.00			
E 24	WKYC	08/27/12	08/29/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTW----	:30	3	\$2,000.00	P-5	0.00	NM	3	\$6,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		3			\$2,000.00			0.00			
E 25	WKYC	08/27/12	08/29/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTW----	:30	3	\$3,000.00	P-5	0.00	NM	3	\$9,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		3			\$3,000.00			0.00			
E 26	WKYC	08/27/12	08/29/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTW----	:30	3	\$1,200.00	P-5	0.00	NM	3	\$3,600.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----		3			\$1,200.00			0.00			

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E 26	WKYC	08/27/12	08/29/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTW----	:30	3	\$1,200.00	P-5	0.00	NM	3	\$3,600.00
				1X PER DAY											
E 27	WKYC	08/27/12	08/29/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	MTW----	:30	3	\$750.00	P-5	0.00	NM	3	\$2,250.00
				1X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3				\$750.00		0.00			
E 28	WKYC	08/27/12	08/29/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTW----	:30	3	\$2,800.00	P-5	0.00	NM	3	\$8,400.00
				1X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTW----		3				\$2,800.00		0.00			
													Totals	77	\$100,500.00